The Impact of Covid
Planning for Technology & Security Today...and Tomorrow
Meet the Team

Amber Redmann, CEO
Ryan Preuss, Director of Engineering
Heather Contreras, Director of Network & Security
Rachel Lugge, Director of Communications
Parasol Alliance is a technology solutions company exclusively serving the senior living industry.

We provide comprehensive in-house technology solutions, helping our clients make smart strategic technology investments and effectively use technology to achieve their business objective.

Our strategic focus forms the core of Parasol Partnerships. These partnerships lead to increased efficiency, productivity, and profitability for our clients. We make our clients more successful – and we have the data to prove it.

Leadership defines us. We are innovative leaders in everything we do.
Senior Living Technology Expertise

- 500+ years experience on our board of directors
- 95+ years senior living expertise on our team
- Executed more than 28 technology strategic plans
- 30 senior living partnerships
- Leading Age members
Here’s What We’ll Cover Today

• Review Frequently Asked Technology Questions
• Best practices for working from home
• Security: What measures you should have in place
• Review technology investments for the future
• Resources for your community
• Open Forum – Q&A
Frequently Asked Questions

• What are the security risks of using Zoom or Slack?
• Are these tools HIPAA compliant
• How secure is our domain when some are working from home?
• What’s the best tools to use for:
  • Meetings
  • Document Sharing
  • Real-time Collaboration
• What are some of the best practices for keeping our workforce engaged with team members working remotely?
Amber Redmann, CEO

• Founded Parasol Alliance based on a vision to transform senior living technology culture.
• Possesses over a decade of experience in senior living technology and strategic planning.
• Built a 100% virtual company with a multi-state workforce and client-base.
• Contributing member, presenter for Leading Age Virginia, Illinois and Wisconsin
Maintaining Employee Motivation
Build a Framework Around Values

1. Talk about your company values and link them to your WFH plan and Covid response.

2. Take this opportunity to go beyond the policy and establish a WFH standard for employees that includes your core values.

3. Determine the main method you will use to communicate.
Encourage Employees to:

If others are at home, plan their day around when they’ll be most productive – get up early or tackle project work during naps or after bedtime?

Try and find a dedicated space with minimal distractions.

Take time for themselves.

Remember that everyone works differently, and this may be an adjustment.
Be Accountable

If you have a values-based organization, employees won’t abuse the WFH structure.

Set guidelines for expectations for performance, response and results while WFH.

Consider how you plan to monitor outcomes.

Share wins as much as possible.
Communication

A review of the most widely used tools today.
Ryan Preuss, Director of Engineering

• Over 20 years experience supporting Enterprise Class systems and servers
• Almost 10 years exclusively supporting senior living
• Been working with Parasol Alliance since the company was founded almost 5 years ago.
Standardize your platforms: select your tools and stick with them

Ensure everyone has the most recent version of the applications

Email Access: Three ways
- Webmail exchange
- Smart phone
- VPN

Phones – Your office phones have the ability to forward calls to a mobile device.
• Best for hosting live video meetings and conferences
• Free for up to 40 minutes
• Features include: breakout rooms, in-meeting chat
• Security: You can enable a password for your meetings to restrict participant access
• HIPAA Compliant option: https://zoom.us/healthcare
• We host a daily all-staff meeting by Zoom
• Security features
• https://zoom.us/
Slack

- Slack is FREE to use.
- Offers segmented communication
- At Parasol Alliance, Slack is essential for real time communication, segmented by topic to focus.
- Slack is not HIPAA compliant.
- Direct messaging and video chat features includes.
- Security features
  - https://slack.com
Access Best Practice

Keep it simple and use what you have in place for file sharing.
Heather Contreras, Director of Network & Security

• Over a decade of senior living experience specializing in the field of network and security, strategy, threats, operation, and developing the most cost-effective solutions which deliver an optimal level of security.

• Believes in regularly continuing IT education. The industry will continue to evolve, so staying on top of cybersecurity developments means constantly adapting.
VPN connections can be used to access your computer and network remotely.

A VPN connection will securely connect you to your company network.

Ability to access your office computer desktop, drives and files while at home.

Recommended for use on work purchased computers.

Password protection

Security concerns or features?
What security threats do we need to be aware of?

What is the best defense against a security breach during this time?
Security Tactics

- Require the use of a company-supplied VPN
- Standardize your platforms.
- Update your software and contacts
- Use phone to confirm emails and texts
- Consider additional security investments
Additional Investments

**Baseline Testing**
Baseline testing to assess the Phish-prone percentage of your users through a simulated phishing attack.

**Penetration Testing**
External network testing assesses vulnerabilities. The purpose of this simulated attack is to identify any weak spots in the system’s defenses which attackers could take advantage of.

**Phish Your Users**
Best-in-class, simulated phishing and social engineering attacks. Find out how many of your users click on our phishing security tests.

**Train Your Users**
The world’s largest library of security awareness training content; including interactive modules, videos, and games. Content is selected by user role. Categories include general cyber security topics, HIPAA, and PCI compliance.

**Security Awareness**
Security awareness emails and computer screen savers with new content pushed out monthly.

**Virtual Risk Officer**
Your virtual risk officer will provide you with tactical recommendations for immediate improvement and strategic recommendations for longer-term improvement.
How can we plan for technology sustainability & growth?
Technology Solution Deliverables

1. Long-range business objectives
2. What will future residents expect
3. Technology culture
4. Deployment for residents & employees
The Key is a Solid Foundation
A Comprehensive Approach
Work From Home Guides & Webinars

Contact
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Tech@Home

Free 1:1 support for using communication technology
Designed for seniors
Social media, video calling, email
Hotline: 630.635.0340
Mon-Fri | Noon-4pm CST
To connect with Parasol Alliance

Online at www.parasolalliance.com
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Thank You